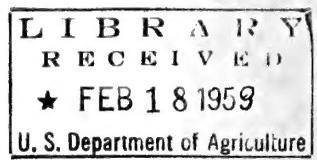


[1959]







1959

"Pure Seed With Hybrid Vigor" V E D
 ★ JUL 7 1959 ★
 U. S. Department of Agriculture

HYBRID VEGETABLE ---



STANDARD TOMATO SEEDS

Peto Seed Co.

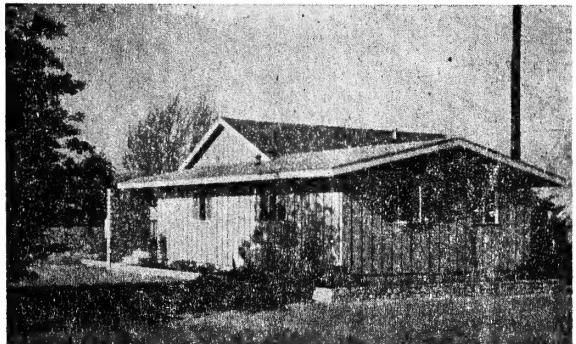
PURE SEED

BREEDERS — GROWERS

P. O. Box 138

SATICOY

CALIFORNIA



Home office at Saticoy Farms, California.



Breeding lines under rigid testing in greenhouse for disease resistance.



You are always welcome to visit our large trial grounds at Saticoy and in various growing areas.

Hybrid Vegetable Seed

1959 PRODUCTION

F¹ Hybrid Cantaloupe F¹ U.S. Univ. Releases

Super Market

H-11

H-2

F¹ Hybrid Cucumber

Early Marketer

PA 103

Early Surecrop

Tuckerross W

Total Marketer

Long Green

F¹ European Releases

Imp. Hycrop Pickling

Herford Cross

Ware Cross

F¹ Hybrid Eggplant

Mission Bell

F² Tomatoes

New Hystep

Jumbo Pink

Peto Early Canner

Peto Pride

Prize Red

Scarlet Queen

5348

5340

795

F¹ Hybrid Onion

Bountiful

F¹ Hybrid Watermelon

Early Harvest

Early Midget

White Granex

Dixie Queen

Yellow Granex

F¹ Hybrid Squash

Y-28

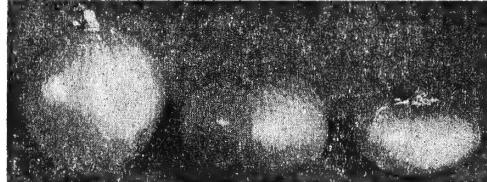
Blackini

Giant King

Storr's Green

Early Prolific

New Wonder Boy



Shown in center is F¹ Hybrid onion, Yellow Granex.

On left is male parent "C" line, T. E. G. 951

On right is female sterile parent "A" line, Excell 986

STANDARD ONION VARIETIES

Crystal White Wax

Texas Early Grano 502 (Yellow)

Eclipse L303 White

Texas Early Grano (Yellow)

Excel 986 Yellow Bermuda

White Grano Regular

Indian Red

White Sweet Spanish (Utah Strain)

Italian Red (Bermuda)

Yellow Bermuda

Red Creole

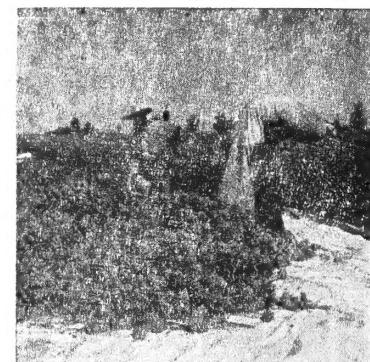
Yellow Bermuda L36



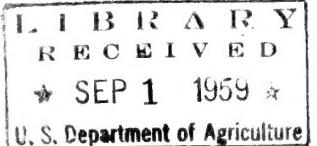
F¹ Hybrid Squash outyields and has greater uniformity than standard strains. Shown is F¹ Blackini.



Hand pollination of F¹ Hybrid Cucumber, Total Marketer production at Saticoy Farms.



Harvesting and Curing of F¹ Hybrid Onion, Yellow Granex at our production branch, Imperial Valley California.



F₁ HYBRID ONION EARLY HARVEST

A U.S.D.A. introduction. A promising F₁ Hybrid. A hybrid produced by crossing Early Yellow Globe Onion with Texas Early Grano.

It is primarily used for early harvest, for shipping over a wide range. Matures from direct seeding at about the same time as standard varieties grown from dry sets.

A medium to large sized bulb, globe to deep globe shape, skins are light yellow, flesh relatively mild, soft, not intended for storage.

F₁ HYBRID ONION BOUNTIFUL

This is a Sweet Spanish late maturing hybrid. It is well adapted to those areas where Utah Sweet Spanish is grown.

The bulbs are large, deep globed, yellow color. Flesh is relatively firm, and is an outstanding yielder.

The cross involved in this hybrid is Stockton Yellow Globe (resistant to bolting) x Utah Sweet Spanish. The hybrid vigor from early plant stage to maturity makes it very desirable, and it is highly resistant to bolting. Its uniformity and high yield exceeds the Yellow Sweet Spanish.

Peto Seed Co.

B R E E D E R S

PURE  SEED

G R O W E R S

SATICOY . . . CALIFORNIA

Standard Tomato Seed

Disease Free — Fermented — Sun Dried

Ace
Ace VF
Greater Baltimore
Bison
Bounty
Break O'Day
Brimmer (pink)
Campbell 135
Campbell 146
Caro Red
Colorado Special
CPC #1 VR
Crimson Cushion
Earliana 498
Earliana F56
Earlypak 7
Earlypak
Fireball
Geneva 11
Giant Italian Potato Leaf
Glamour
Grandpak
Grothen's Globe
Homestead #2
Homestead #24
Hot Set
Indian River
Imperial FR
J. Moran
June Pink
Kopiah
L-3
Longred
Loran Blood
Louisiana All Season
Louisiana Dixie
Louisiana Gulf State

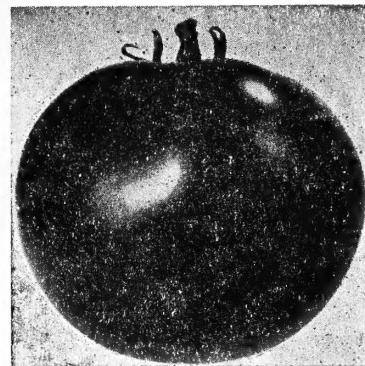
Louisiana Pink
Louisiana Red
Manalucie
Marglobe Supreme Improved
Moscow VR M-82
Pearson A-1 VR
Pearson B VR
Pearson DF
Early Pearson
Improved Pearson
Pearson S
Pearson Select
Pearson VF-6
Pearson VF-11
Pearson XL VR
Ponderosa Pink
Ponderosa Red
Porter
Improved Porter
Quaker Maid #58
Red Cherry
Red Cloud
Red Jacket
Rio Grande
Rutgers
Sequoia FR
Super Sioux
T-2 VF
Texto 2
Trellis #22
Tiny Tim
Valiant
Victor
Waltham Mold-Proof Forcing
Impr. Wasatch Beauty
Weshaven

PEAR SHAPED VARIETIES

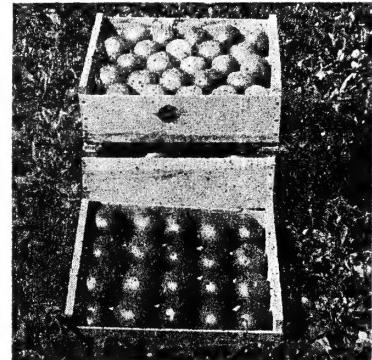
Red Top Red Top VR #9 San Marzano



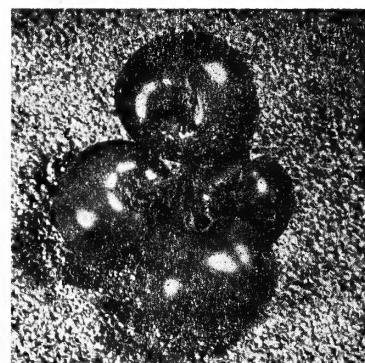
All seed available in our "Hermi-Seal" cans to protect and maintain high vigor, germination and purity.



*Our very popular and fast selling F1 Hybrid Tomato
New Wonder Boy.*



*New Peto disease resistant F2 tomatoes for the shipping and
canning trade are gaining in popularity
with growers in all areas.*



*Indian River, new disease resistant tomato introduced and
recommended by University of Florida.*

1959 HYBRID VEGETABLE SEED

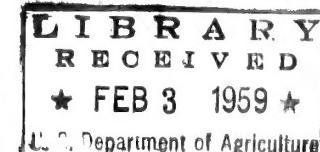
WHOLESALE CONTRACT PRICES

Subject to change due to increased labor costs

	1 OZ.	1 LB.	25 LBS.
F¹ Hybrid Cantaloupe			
New Super Market	6.25	80.00	65.00
F¹ Hybrid Cucumbers			
Early Marketer	1.75	25.00	22.00
Early Surecrop	1.75	25.00	22.00
Imp. Hycrop Pickling	1.50	20.00	18.00
Long Green	1.50	20.00	18.00
Total Marketer	1.75	25.00	22.00
F¹ Hybrid Eggplant			
Mission Bell	5.00	60.00	55.00
F¹ Hybrid Onion			
Crystal White Wax or Granex (White)	8.75	6.75	
Granex (Yellow)	8.75	6.75	
Hybrid Y-28	8.75	6.75	
Bountiful	8.75	6.75	
Early Harvest	8.75	6.75	
Peto Imp. Early Yellow Granex	9.00	7.00	
			100 LBS.
F¹ Hybrid Squash	1 OZ.	1-99 LBS	OR OVER
NEW Blackini	.30	4.00	3.75
Storrs Green	.30	4.00	3.75
F¹ Hybrid Tomatoes			
Breeders	.30	4.00	3.75
Early Delicious	15.00	200.00	190.00
Early Giant	15.00	200.00	190.00
Early Hycross	12.00	145.00	135.00
Early Prolific	15.00	200.00	190.00
Giant King	15.00	200.00	190.00
H-2	12.00	135.00	125.00
H-11	12.00	135.00	125.00
New Wonder Boy	15.00	200.00	190.00
New Pa. 103	14.00	185.00	175.00
New Truckcross O	15.00	200.00	190.00
New Truckcross W	15.00	200.00	190.00
		Up To	10 lbs.
F² Tomatoes		10 Lbs.	& More
New Hystep (Step 235)	15.00	12.50	
Jumbo Pink (Ponderosa type)	12.50	10.00	
Peto Pride	12.50	10.00	
Peto Early Canner	12.50	10.00	
Prize Red	10.00	8.00	
Scarlet Queen	10.00	8.00	
F¹ Hybrid Watermelon	1 OZ.	1 LB.	25 LBS.
Dixie Queen	1.50	20.00	17.00
NEW Early Midget (Ice Box Type)	1.50	20.00	17.00

Terms: 1½% 10 days. Net 30 days after date of invoice to firms of approved rating.
Prices F. O. B. SATICOY, California. Bags and Insurance extra at value. 6% Interest
charged on Past Due Accounts. 10% added to late contracting after May 15.

Peto Seed Co. warrants to the extent of the purchase price that seeds sold are as
described on the container within recognized tolerances.
Seller gives no other or further warranty, expressed or implied.



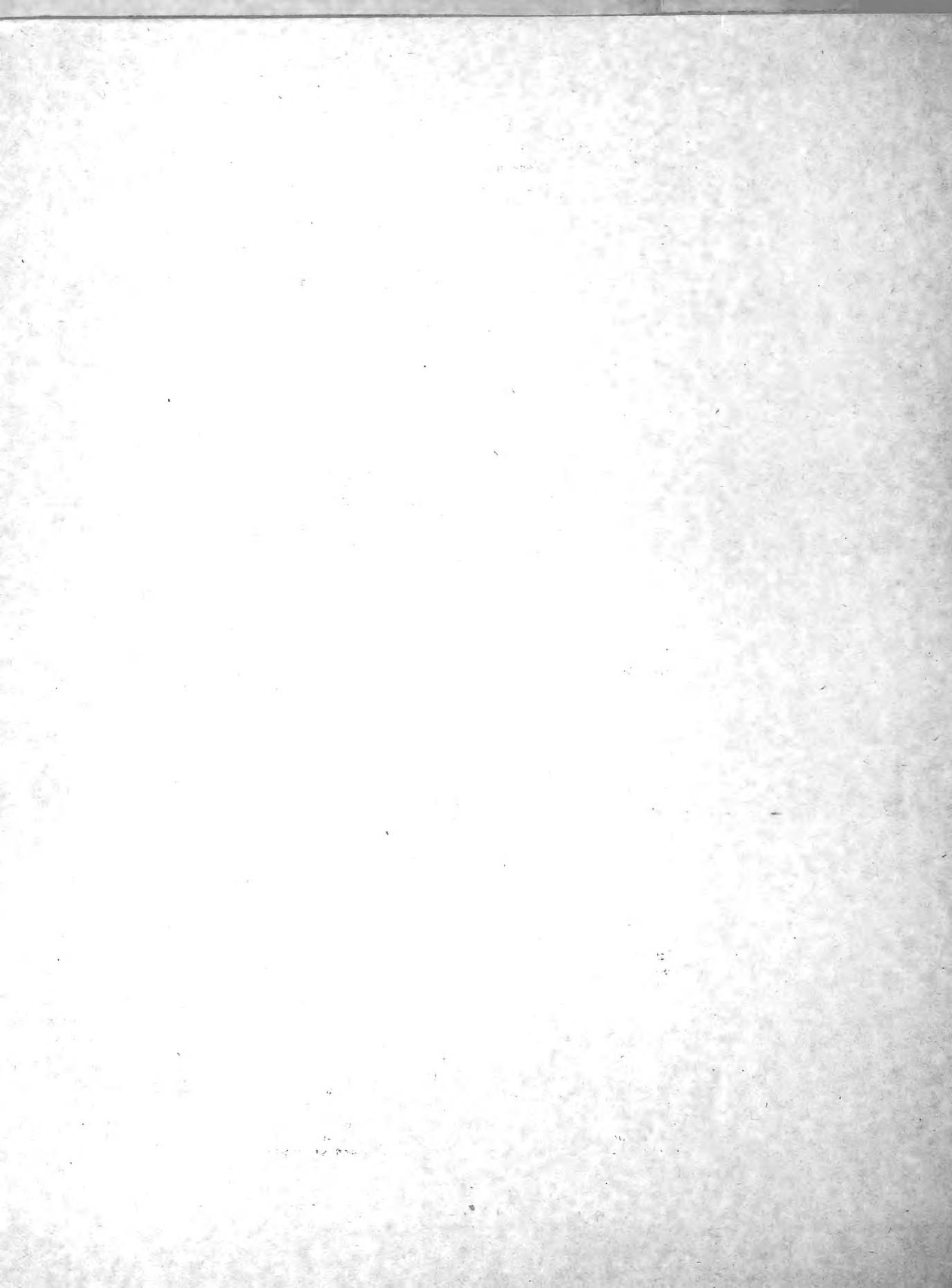
Peto Seed Co.

PURE SEED

BREEDERS

GROWERS

SATICOY . . . CALIFORNIA



STD. TOMATO

PACKAGING

HYBRID
ONION

HYBRID
SQUASH

HYBRID
EGGPLANT

HYBRID
CUCUMBER

HYBRID
CANTALOUE

SUPER MARKET

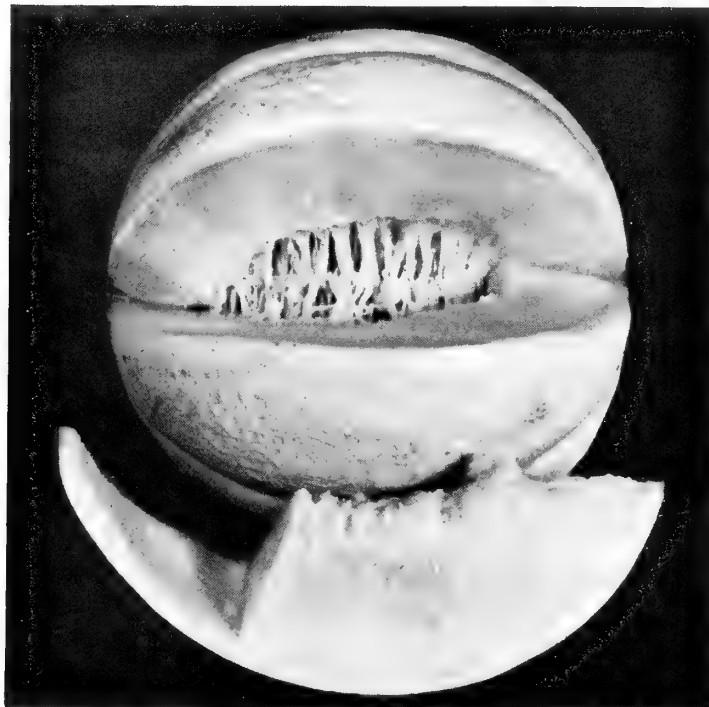
F₁ HYBRID CANTALOUPES

Introduced in 1957 and rapidly becoming very popular because of its earliness, high yield and true F₁ Hybrid vigor.

84 DAYS

Vine vigorous. Resistant to fusarium and Downey mildew. Round to oval measuring 7 inches long, 6 inches in diameter, weighing 4.5 pounds, ribs and good netting.

Skin tan slightly white net. Rind tough and stands up well. Deep Salmon. Thick firm sweet delicious flavor slightly musky. Seed cavities small. Very high outstanding yield and excellent hybrid for home and market gardens.



SPECIAL HYBRID CANTALOUPES

Special crosses of hybrid cantaloupes are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

PetoSeed Co.

BREEDERS

PURE SEED


GROWERS

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EARLY SURECROP

F₁ HYBRID CUCUMBER

DISEASE RESISTANT SLICING TYPE

ALL AMERICA WINNER

AAS BRONZE MEDAL FOR 1951

ALL-TIME ALL-AMERICAN IN 1953

58 DAYS

FRUITS—Slender, blunt ends, 8 to 9 inches long, 2½ inches in diameter, holds its dark green color well after picking. Flesh is crisp, white and unusually delicious. Small seed cavity.

VINE—Outstanding vigorous, with large protective leaves. Its resistance to Mosaic and Downey Mildew keeps the vines alive and productive long after most varieties have wilted.

Surecrop is no longer a novelty, but one of the most widely sold varieties. Suitable for market grower, greenhouse, as well as home-garden use. May be used for both pickling and slicing by the home gardener.

As a commercial market-gardener item it is used from Canada to Mexico on repeat orders. As a home garden favorite it has no equal.



Peto Seed Co.

BREEDERS

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GROWERS

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EARLY MARKETER

F₁ HYBRID CUCUMBER

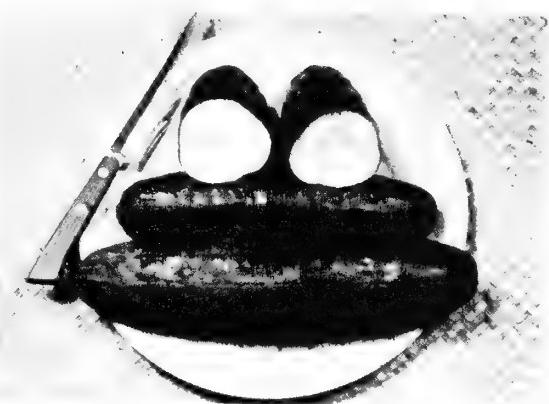
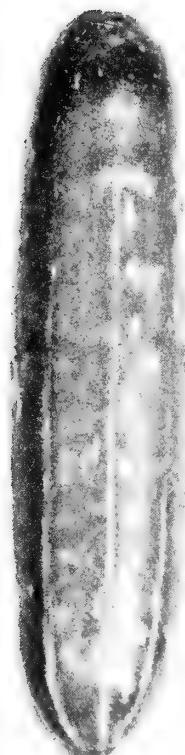
INTRODUCED IN 1957

OUTSTANDING F₁ HYBRID CUCUMBER FOR EARLINESS

55 DAYS

This new hybrid is bred for extra high early yield of fine quality fruits. Combined with resistance to downey mildew and mosaic. Fruit is slender. Cylindrical 8½-9½ inches long, 2¼ inches in diameter. Very dark green color and an excellent uniform shape.

For earliness it can't be beat. It is recommended as a shipping and market garden variety where earliness means money.



TOTAL MARKETER

F₁ HYBRID CUCUMBER

INTRODUCED IN 1957

HIGH YIELDING UNIFORM DARK GREEN FRUITS

65 DAYS

This new hybrid is bred for total high yields of very fine uniform dark green fruits 8-9 inches long. Its resistance to Downey mildew and mosaic keeps the vine alive and productive long after most varieties have wilted.

It has outyielded the popular open pollinated marketer in all our trials and we know this is a well adapted hybrid to all areas where marketer is grown.

Recommended as a shipper and greenhouse hybrid cucumber.

Peto Seed Co.

BREEDERS

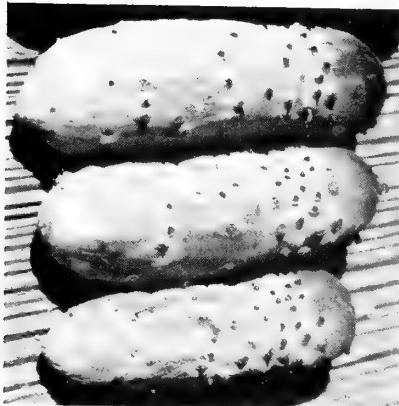
PURE SEED


GROWERS

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IMP. HYCROP PICKLING

F₁ HYBRID CUCUMBER



Improved Hycrop Pickling

54 DAYS

FRUIT—5½ - 6 x 2 1/2. This is an Improved early Hycrop Hybrid Pickling cucumber of medium dark green color with black spines and resistant to mosaic and spot-rot. Heavy yield of uniform slender fruit with tender skin and sweet flavor.

VINE—Vigorous medium green foliage. This new Improved Hycrop compared to regular Hycrop is very similar except slightly smaller and more desirable size.

The original cross was introduced in cooperation with Professor T. O. Graham at Ontario Agricultural College, Guelph, Ontario, Canada and we have further improved this cross to meet the needs of our expanding critical wholesale trade.

LONG GREEN

F₁ HYBRID CUCUMBER

"TRIPLE PURPOSE TYPE"

54 DAYS

Hybrid Long Green has a tender skin, and can be successfully processed. Being superior to the old fashioned Long Green now unpopular with processors because of its tough skin.

Hybrid Long Green lacks seediness and has smaller seeds than the old fashioned Long Green. It also has a better color, much improved vigor and disease resistance. It has been found very resistant to mosaic in Ontario and New York State. It is also resistant to mildew. It is a triple-purpose type—pickles slices, chunks, and fresh cucumber slicing. This hybrid has been processed in many pickling plants and the verdict of R. D. Sanderson, H. J. Heinz Company of Canada and Chairman of the regional canning research board, is as follows: "Good confirmation, and color, and is especially valuable for sliced pickles."



Production Field of
Hybrid Cucumber Long Green

Peto Seed Co.

BREEDERS

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MISSION BELL

F₁ HYBRID EGGPLANT

INTRODUCED IN 1954

70 DAYS

FRUITS—Deep oval shaped, slightly tapering toward stem, dark shiny smooth skin, excellent quality.

PLANT—Vigorous, upright, medium tall, heavy yielder.

This new introduction is an excellent quality hybrid eggplant that will be preferred by gardeners to standard varieties because of its earliness, uniformity, high yield and fine appearance. An excellent hybrid for the home gardener or market grower.



SPECIAL COMBINATION HYBRID EGGPLANT

Special crosses of hybrid eggplants are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

Peto Seed Co.

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YELLOW GRANEX

F₁ HYBRID ONION

This is an outstanding early, yellow hybrid onion of exceptionally heavy yield of uniform bulbs with attractive color and flavor. The bulbs are deep, flat with a full base, the skin is attractive pale yellow, the flesh is sweet and mild and stores very well. This hybrid was developed and released by the United States Department of Agriculture and Texas Agricultural Experimental Station by Dr. Henry A. Jones and Dr. Bruce Perry.

The parents are Excel 986 and Grano 951. The hybrid is a higher yielder than either of the two parents and a far better keeper than the regular Grano. It is adapted to all areas where Bermuda types are grown.

WHITE GRANEX

F₁ HYBRID ONION

This is an early, white hybrid resembling Granex in maturity and shape. It is a higher yielder than the flat Crystal Wax types such as Eclipse and Early Crystal 281. It is mild, not quite as pungent as Crystal Wax. It is relatively free from bolting and doubling, with resistance to pink root.



Production Field of Granex Hybrid

PetoSeed Co.

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HYBRID ONION BREEDING

The Breeding program for hybrid onions is one of our major projects and great care is exercised to maintain the top quality inbred lines for each hybrid onion to give our customers the best possible quality hybrids.

The basic foundation onion stocks are increased first, in small cages and large pollinating cages. The foundation stock from the cages is then increased in sufficient quantities for the large field production, with the female rows being interplanted with the male rows and pollination completed by bees. Special supervisory care is continually used to assure purity of lines. Only through such care can the customer be assured of good quality hybrid seed.

Customers are invited to visit all phases of the hybrid onion program so they can be confident that everything is being done to supply top quality hybrid onion seed.



Small Individual Cage



Large Pollinating Cage

HYBRID Y28 **F₁** HYBRID ONION

This early, pink root resistant hybrid produces a heavy yield of uniform yellow bulbs of medium size. They are deep, flattish shape of Yellow Bermuda type, resembling Excel but less subject to bolting and splitting as found in the pink root resistant Crystal Wax L303 type. It is mild flavored. The maturity is a week earlier than Excel. Y28 is well adapted to Laredo and Winter Garden areas of Texas.

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BREEDERS

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New Introduction For 1959

BLACKINI

F₁ HYBRID SQUASH

50 DAYS

This new introduction is a very attractive dark green Zucchini type Squash. It is earlier and a heavier yielder than the regular Zucchini Squash. The fruits are very uniform shiny dark green, cylindrical in shape. The ideal picking stage for eating is 6 to 8 inches long. The flavor and texture is excellent when boiled, baked, or fried. It is advisable to keep the fruits continually picked as they ripen. The plants are compact bush very vigorous and productive. This hybrid squash has a wide range of adaptability, well suited for all areas where Zucchini squash is grown.



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BREEDERS

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STORRS GREEN

F₁ HYBRID SQUASH

A new, early productive F₁ hybrid dark green summer squash introduced by
Storrs Agricultural Experiment Station, Connecticut, 1953.

Very attractive, cylindrical, smooth, dark green squash, good storage, flesh white, crisp, fine textured. Very fine quality, excellent flavor. Mature fruit shows striping character yet edible stage dark green. Equal to Caserta squash in earliness in trial tests but exceeded all others in total yield in Storrs Experiment Station summer trials, 1952. This hybrid squash looks very attractive in vegetable stands and excellent item for catalog and market grower. Seed from this true F₁ hybrid squash should not be saved for replanting. Customers should obtain fresh F₁ seed each year.



SPECIAL COMBINATION HYBRID SQUASH

Special crosses of hybrid squash are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

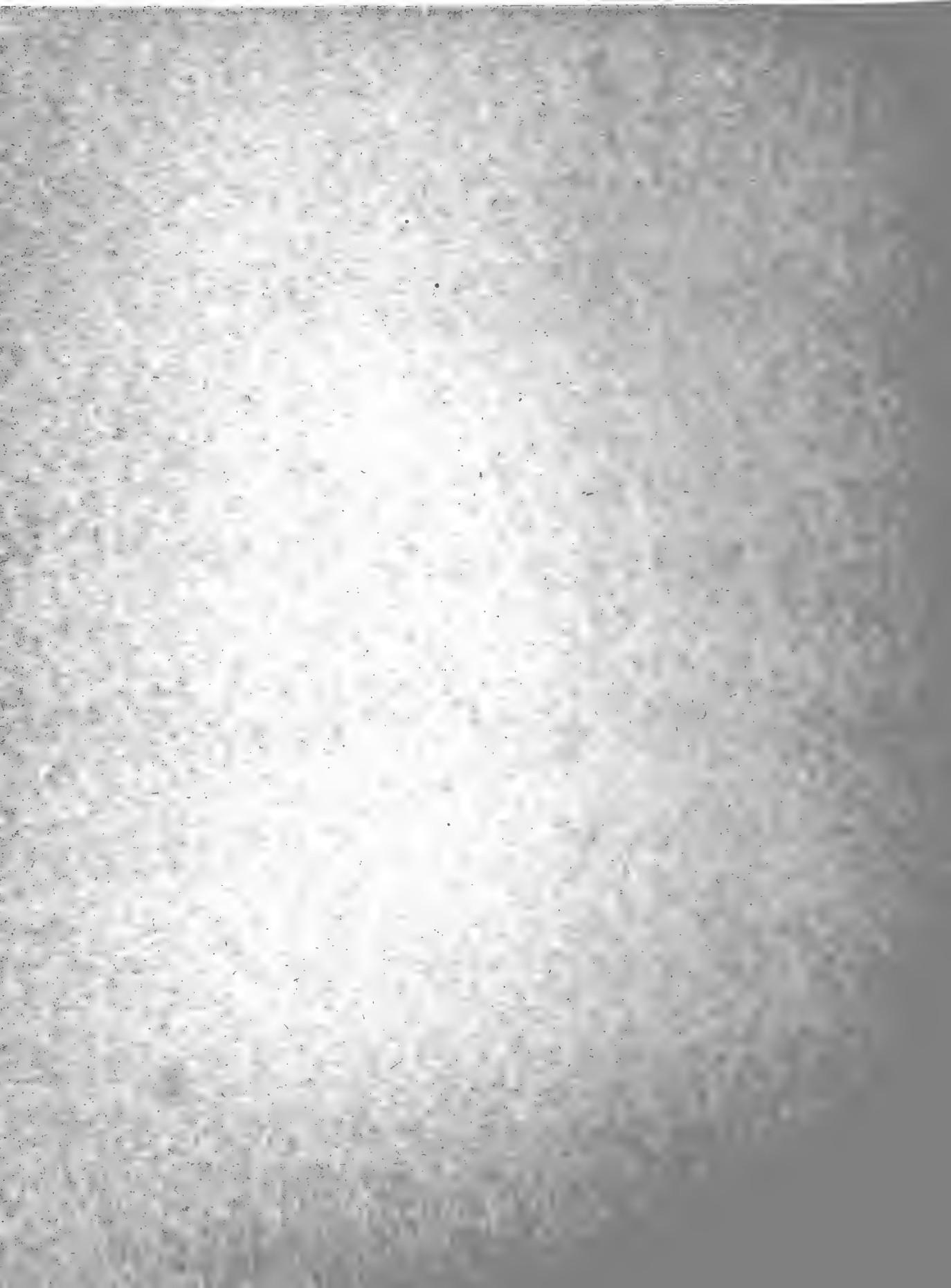
PetoSeed Co.

BREEDERS

PURE  SEED

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New Introductions 1959

F₁ HYBRID TUCKCROSS O (F.R.)

70 DAYS

FRUIT—Uniform, large globe-shaped of good scarlet red color. Very meaty with a mild flavor and excellent quality.

VINE — Large vigorous grower, resistant to leaf mold and fusarium wilt.

This hybrid is an early forcing type, similar to Valiant in maturity, is very productive and sets fruit well under adverse conditions. It was developed at the Missouri Experiment Station, and is highly recommended as a large fruited greenhouse variety.

F₁ HYBRID TUCKCROSS W (F.R.)

70 DAYS

FRUIT—Medium size, slightly flattened, very smooth of good red color and quality.

VINE — Moderately vigorous foliage, resistant to leaf mold and fusarium wilt.

Another hybrid developed and released by the Missouri Experiment Station. It is an early forcing type, similar to Valiant in maturity, sets well under adverse conditions and is very productive. The fruit separates readily from the stem.

F₁ HYBRID PA. 103 (F.R.)

70 DAYS

FRUIT—Medium size, firm, thick cell walls averaging 4-6 cells, almost round in shape with excellent internal and external color. Has high resistance to cracking.

VINE — Indeterminate habit, very vigorous growth and slightly open habit. Resistant to fusarium wilt, gray leaf spot and early blight.

Pa. 103 F₁ Hybrid Tomato was released by the Pennsylvania Agricultural Experiment Station as an early, productive and high quality fresh market tomato that can be staked or cultured on the ground. It has been tested as STEP 268 in over 100 locations and appears well adapted to the Eastern Central, South and Southwestern regions of the United States.

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BREEDERS

PURE SEED


GROWERS

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Big Money Makers For Our Customers



LARGEST EARLY
WIDE ADAPTABILITY
EXCELLENT QUALITY
HIGH YIELD
CATALOG FEATURE

EARLY GIANT

F₁ HYBRID TOMATO

Our Introduction of 1953 In Great Demand As
THE LARGEST EARLY HYBRID

60 DAYS

FRUIT—Largest early fruited hybrid offered with a heavy yield. Deep globe shape, deep red color, thick walls, excellent interior, free from white core.

VINE—Indeterminate, strong and vigorous. Fruits are spaced on the vine in large clusters, bear over a long period, good coverage, medium dark green foliage.

This new introduction has been in great demand this year. It exceeds all early tomato varieties and hybrids for size and it is the best known hybrid combination of earliness and large fruit size.

In a Northern test it was two days earlier than Early Chatham and its size was 7.4 ounces as compared to Rutgers 5.1 ounces. In New York test it was largest in size with a weight of 7.8 ounces. In Illinois it was the largest size coupled with one of the heaviest yielders, and at Kentucky it ranked 1 over all varieties and hybrids and ranked 1 for size and early tonnage. It yielded 19.12 tons and Rutgers 12.68 tons in comparative trials.

This hybrid has a wide range of adaptability and should not be overlooked where size and earliness are important.

GIANT KING

F₁ HYBRID TOMATO

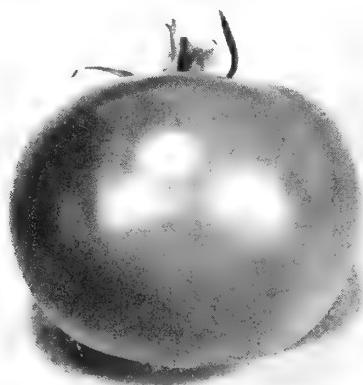
An Outstanding F₁ Introduction In 1955
A GIANT SIZE MID-SEASON HYBRID

80 DAYS

FRUIT—Colossal size, very smooth, bright scarlet color, deep globe shape, thick walls and excellent quality flesh and flavor, firm and meaty.

VINE—Indeterminate plant habit, and large and vigorous with good coverage against sunburn. Foliage dark green.

As the name implies, this is our mid-season, Giant King sized, high quality tomato to fill the need in the main crop for large size and quality for the home and market gardener.



Peto Seed Co.

PURE  SEED

BREEDERS

GROWERS

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EARLY DELICIOUS

F₁ HYBRID TOMATO

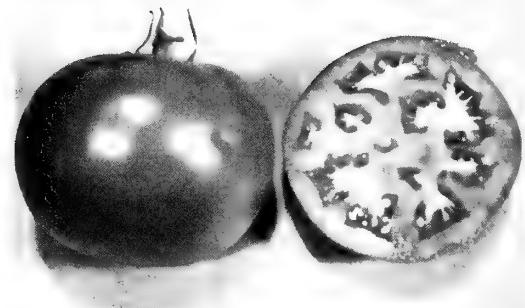
EXTRA EARLY HEAVY EARLY YIELDER

55 DAYS

FRUIT—Medium large, indeterminate globe, color deep dark red, smooth and free from crackling, uniform in shape and size, thick fleshed and good mild flavor.

VINE—Indeterminate strong vigorous vine, medium cover somewhat fine foliage.

This hybrid has proved its own merit during the past five years. A.E.S. tests in Kansas, Wisconsin, Pennsylvania, Michigan, North Carolina and West Virginia show highest total yield of any hybrid or standard variety tested and to be an outstanding hybrid tomato for home-garden or early market.



EARLY PROLIFIC

F₁ HYBRID TOMATO

LARGE EARLY HEAVY YIELD, TOP QUALITY

60 DAYS

FRUITS—Medium to large, excellent dark red, firm fleshed, thick walls, good flavor and quality. Globe shaped, smooth and uniform.

VINE—Indeterminate, large and vigorous with medium cover. Excellent production and despite its earliness bears fruit until frost. Medium bright green foliage.

This hybrid is in the same class as Earliana for earliness, but has larger and smoother fruits and much greater yielding. Early Prolific has top ratings in State Colleges from the South to the North for high yield and general performance. Its adaptation is wide, a wonderful hybrid for the home garden and market grower. Suitable for staking and trellising. Early Prolific was introduced in 1948 and continues to be one of our best hybrids.

Peto Seed Co.

BREEDERS

PURE SEED
PS

GROWERS

SATICOY . . . CALIFORNIA

EARLY HYCROSS

F₁ HYBRID TOMATO

MEDIUM LARGE HIGH QUALITY FRUITS

65 DAYS

VINE—Indeterminate, medium large, open vine with good foliage cover.

FRUIT—Dark red, medium large, very smooth, deep globe, of excellent mild flavor and solid flesh, small core, highest quality.

Early Hycross has proved to be of great value as an outstanding home garden nursery tomato for central, eastern and northern U. S. It is produced from a male sterile parent which makes the seed less expensive, earlier than Earliana or Valiant, bred for highest quality fruit yield and earliness. It is one of our volume sellers.



BREEDERS

F₁ HYBRID TOMATO

MID-SEASON SHIPPING AND CANNING

70 DAYS

FRUIT—Medium to large size, round to deep globe, very smooth and solid flesh, no hard core, bright red color throughout excellent quality and fine flavor.

VINE—Indeterminate, medium large, upright, strong and vigorous, good vine coverage, very prolific.

This hybrid, because of its fine quality fruits, is an excellent shipping and canning tomato. It is very well adapted, an excellent general F₁ hybrid used extensively over the States where Rutgers is grown.



Peto Seed Co.

B R E E D E R S

PURE SEED

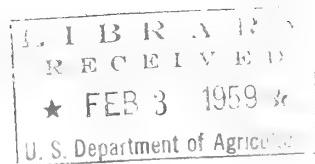
G R O W E R S

SATICOY . . . CALIFORNIA

New Peto Introduction 1959

HYSTEP (STEP 235)

AN F₂ TOMATO



65 DAYS

FRUIT—Large, deep oblate to globe shaped, very smooth, meaty with solid flesh, mild flavor and excellent quality. Medium red fruits which ripen evenly.

VINE — Medium large, very strong and vigorous, determinate with good uniformity.

Hystep tomato was included in the STEP Trials as STEP 235. The results of trials conducted throughout the South, Midwest, North and East consistently show this as a top producer of quality fruit. This F₂ has produced equally as well in several A.E.S. trials as some leading F₁ Hybrids. This is truly an outstanding, high yielding early tomato.



PetoSeed Co.

B R E E D E R S

PURE  SEED

G R O W E R S

SATICOY . . . CALIFORNIA

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New Introduction

WONDER BOY

F₁ HYBRID TOMATO

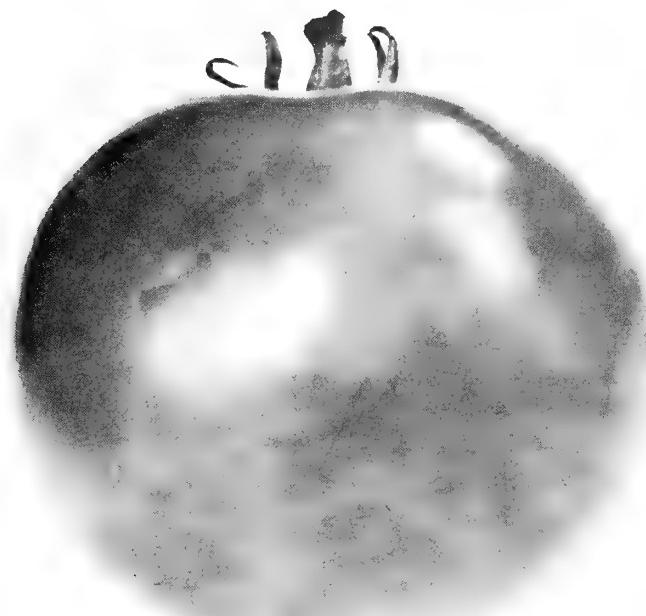
Fills the Demand for an Extra Large, Round, Mid-Season Hybrid
Tomato of Wonderful Flavor

80 DAYS

New Wonder Boy is an improvement over the old strain. It is extra large, round, firm, meaty, mid-season hybrid tomato with heavy yield of excellent flavor and quality. We have eliminated the uniform color gene because of the great demand for the green shoulder. This will be a wonderful new item to a very large selling area throughout the United States and extremely valuable to the catalog trade who sell to the critical market and home grower. The catchy name and extremely large size make it a truly WONDER BOY. In our trials many fruits weighed 1 pound or more with a wonderful tomato flavor.

BIG AS THE

BIGGEST



Peto Seed Co.

BREEDERS

PURE SEED


GROWERS

SATICOY . . . CALIFORNIA

ADVANTAGES OF HYBRID TOMATOES

The F₁ Hybrid tomato outyields the F₂ tomato and the F₂ tomato outyields the standard tomato. The uniformity is greatest in the F₁ hybrid. Some variability in uniformity must be expected in the F₂ generation but this disadvantage is outweighed by increased yields over standard tomato varieties. Earliness is always evident in all F₁ and F₂ crosses exceeding the parents and standard varieties. Disease resistance is readily introduced into the F₁ hybrid combinations and this coupled with yield and earliness are the outstanding advantages of the F₁ hybrids. All the production of hybrid is done on our own Saticoy farms and customers are always welcome to come and visit the very large annual trials of hybrid tomatoes and production of the many hybrid tomatoes.



Hybrid Tomato Seed Production



Pollinating Tomato Flower

SPECIAL COMBINATION HYBRID TOMATOES

Special crosses of hybrid tomatoes are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

B R E E D E R S

PURE SEED
 P S

G R O W E R S

SATICOY . . . CALIFORNIA

PetoSeed Co.





NEW
WONDER BOY
F₁ HYBRID TOMATO



New Peto Introduction 1959

HYSTEP (STEP 235)

AN F₂ TOMATO

65 DAYS

FRUIT—Large, deep oblate to globe shaped, very smooth, meaty with solid flesh, mild flavor and excellent quality. Medium red fruits which ripen evenly.

VINE — Medium large, very strong and vigorous, determinate with good uniformity.

Hystep tomato was included in the STEP Trials as STEP 235. The results of trials conducted throughout the South, Midwest, North and East consistently show this as a top producer of quality fruit. This F₂ has produced equally as well in several A.E.S. trials as some leading F₁ Hybrids. This is truly an outstanding, high yielding early tomato.



Peto Seed Co.

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PURE  SEED

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F₂ TOMATOES

Introduction.

The production of good F₂ generation of hybrid tomatoes is difficult because of segregation or off types often found in the F₂ while the F₁ generation of the same cross is uniform. The hybrid vigor is also less in the F₂ than the F₁ hybrid of the same cross. However, in the tomato hybridization there are combinations in the F₂ generation where the segregation is so slight that it is not readily apparent in the field. The hybrid vigor, although not as great in the F₂ as in the F₁, is still superior to the standard varieties.

The third and important consideration is that the cost of second generation hybrid tomato seed is much less than first generation hybrid seed.

PRIZE-RED AN F₂ TOMATO

75 DAYS

FRUIT—Medium large, deep scarlet red, excellent quality and flavor, smooth and firm with no hard core, very small stem and blossom scar, high yield of top quality fruits.

VINE—Indeterminate, strong and vigorous, upright to spreading, very good coverage.

This is a mid-season F₂ hybrid with a wide range of adaptability throughout the United States. Because of its fine quality fruit and high yield it is ideal for the green wrap trade as well as the market gardener. It is an extremely uniform F₂ for fruit and plant habit and vigor much superior to standard varieties in the same class.



SCARLET QUEEN An F₂ TOMATO

80 DAYS

FRUIT—Largest red fruited F₂, semi flattened globe with a slight tendency to ridging, flesh excellent color, medium thick walls, few to many cells and small blossom scars, very fine mild flavor.

VINE—Indeterminate, very uniform, vigorous plant habit, compact and excellent cover, medium green.

We have had many impressive reports on this new F₂ hybrid tomato and it shows great promise. It is extremely high yielding of extra large, uniform fruits and very high percentage saleable bear over a long period. Good mid-season to late hybrid F₂ for catalog and market grower trade to replace standard varieties in this class. In one 1953 A.E.S. trial Scarlet Queen obtained a final rank of No. 3, topped only by F₁ tomatoes but superior to standard varieties.

PetoSeed Co.

BREEDERS

PURE SEED


GROWERS

SATICOY . . . CALIFORNIA



PETO EARLY CANNER NO. 2

AN F₂ TOMATO



84 DAYS

Outstanding F₂ improved Peto Early Canner. Mainly used for canning and in certain areas for green pack.

FRUIT—Larger size than regular Peto Early Canner and similar in size to Pearson. Smooth, deep, thick skin. Very good color. Very heavy yielder, no hard core.

VINE—Determinate, similar to Pearson. Good coverage. Medium, dark green foliage. A very vigorous F₂ plant.

It is about 12 days earlier and out-yields Pearson in both early yield and total yield. An excellent canning tomato. It has been tested and proven outstanding by the larger growers in California.

PETO PRIDE

AN F₂ TOMATO

Outstanding F₂ for Green Shipping, Ripe Pack and Canning

87 DAYS

FRUIT—Large, smooth, very deep round, deeper than Pearson. Thick skin, ripens well, excellent deep, scarlet color. A very heavy yielder.

VINE—Determinate vine habit like Pearson. Excellent coverage, compact, dark green foliage. Very vigorous and extremely uniform for an F₂ tomato.

It is 10 days earlier, higher yield and finer quality fruit than Pearson. Thoroughly tested and several years of approval by large grower shippers in areas where Pearson is grown.



Peto Seed Co.

BREEDERS

PURE  SEED

SATICOY . . . CALIFORNIA

GROWERS







New Introduction For 1959

EARLY MIDGET

F₁ HYBRID WATERMELON

80 DAYS

This is the ideal Ice Box size watermelon; uniform, dark green in color, of excellent quality, crisp red flesh with black seeds, and it has the thick skin necessary for good shipping qualities. The shape is round to slightly oblong and the average weight of the fruit is 6 pounds. The vines have all the vigor typical of a superior F₁ Hybrid and the productivity of these vines is very good. This new watermelon is much superior in every way to any of the present Ice Box Type watermelons from the standpoint of shipping and eating qualities.



Put this and all new introductions in Peto descriptive file

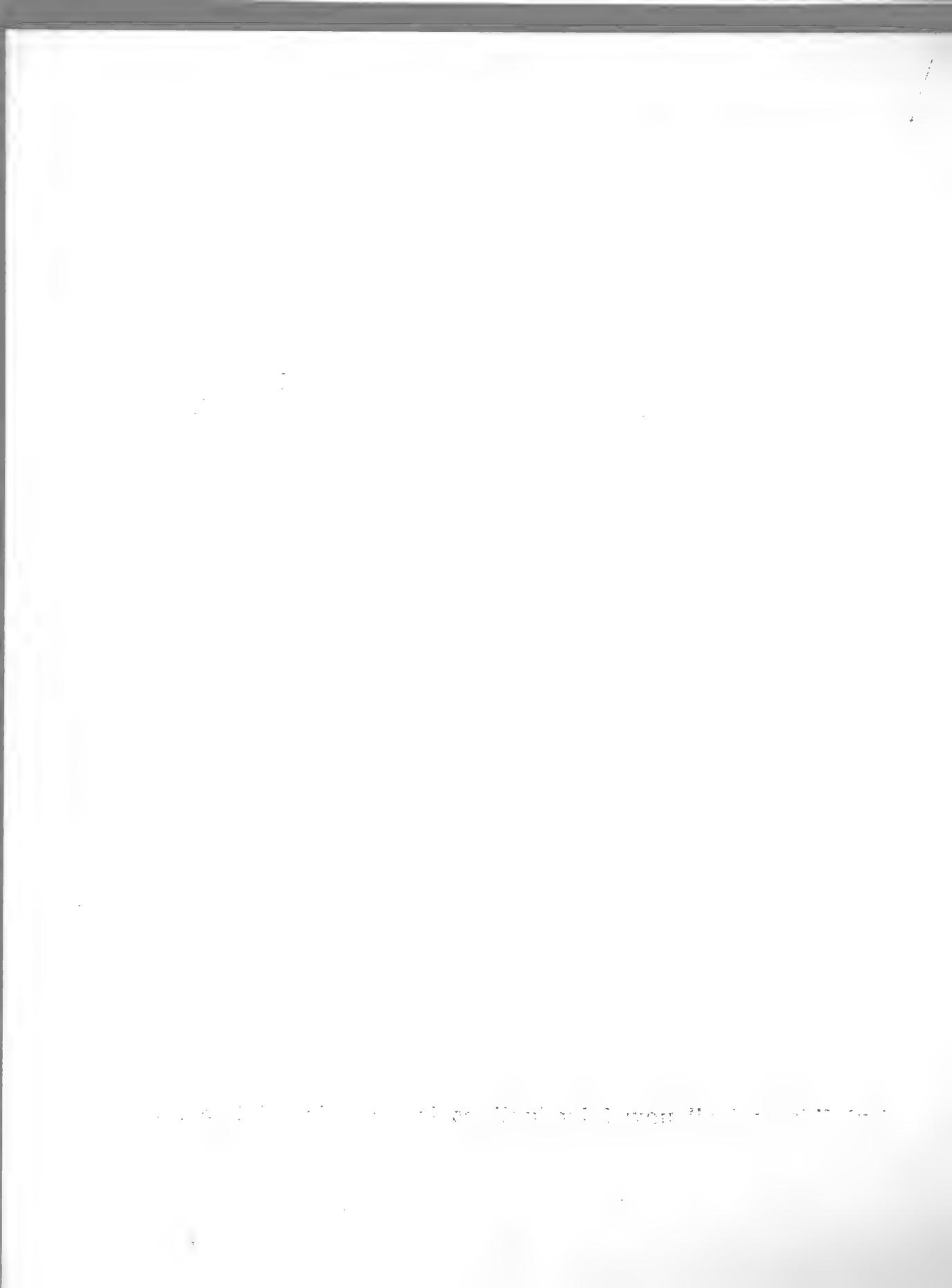
Peto Seed Co.

B R E E D E R S

PURE  SEED

G R O W E R S

SATICOY . . . CALIFORNIA



DIXIE QUEEN

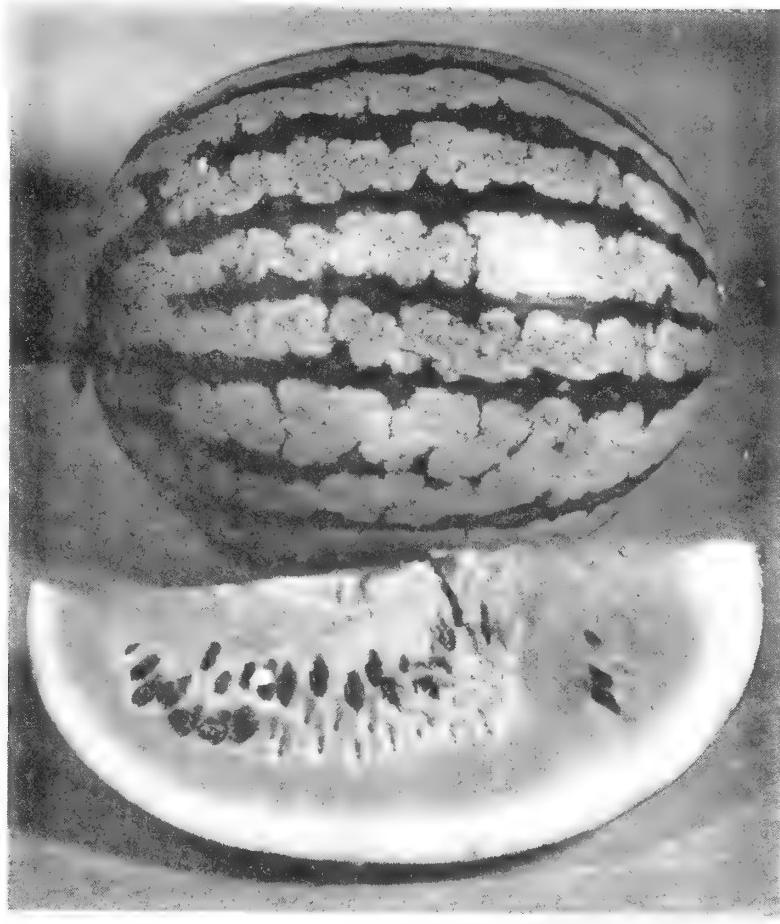
F₁ HYBRID WATERMELON

WILT RESISTANT

82 DAYS

FRUITS—30-50 lbs., medium light green skin with narrow, dark green wavy stripes, a little darker than Dixie Queen. Very thin but extra tough rind. Flesh crisp, low fibre, deep dewy red, especially fine, sweet flavor. Seeds dark color.

This is a true first generation hybrid produced by hand controlled hybridization; the cross of two carefully inbred and selected parent lines. Slightly earlier than Dixie Queen. Very uniform, vigorous growing. Strong resistance to fusarium, the common wilt of watermelons. It produces from mid-August until frost.



SPECIAL COMBINATION

HYBRID WATERMELONS

Special crosses of hybrid watermelons are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

PetoSeed Co.

BREEDERS

PURE SEED


GROWERS

SATICOY . . . CALIFORNIA





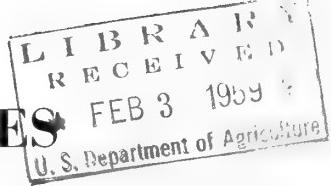


STANDARD
TOMATOES

STD. TOMATO
PRICE LIST

PACKAGING





STANDARD TOMATO VARIETIES

WHOLESALE CONTRACT PRICE LIST FOR 1959

Subject to change due to increased labor costs

	100 Lbs.			100 Lbs.			
	Less	50 Lbs.	Over	Less	50 Lbs.	Over	
Ace	4.50	4.25	4.00	Marglobe (F.R.) Peto Strain	5.00	4.25	3.75
Ace V.F.	5.00	4.75	4.50	Moscow VR M-82	4.50	4.25	4.00
Bounty	4.50	4.25	4.00	Pearson A-1 (V.R.)	5.00	4.50	4.00
Break O'Day	4.50	4.25	4.00	Pearson B (V.R.)	4.75	4.25	3.85
Brimmer	6.00	5.50	5.25	Early Pearson	4.50	4.25	3.75
C. P. C. #1	4.50	4.25	4.00	Imp. Pearson	5.00	4.25	3.75
Campbell Soup 135	4.50	4.25	4.00	Pearson S	5.00	4.25	3.85
Campbell Soup 146	4.50	4.25	4.00	Pearson VF #6	4.75	4.50	4.25
Crimson Cushion	6.00	5.50	5.25	Pearson VF #11	4.75	4.50	4.25
Earliana 498	4.25	4.00	3.65	Pearson XL (R.)	4.75	4.25	3.85
Earlypak	4.50	4.25	3.85	Ponderosa Pink	6.00	5.50	5.25
Earlypak No. 7	4.50	4.25	4.00	Ponderosa Red	6.00	5.50	5.25
Geneva 11 (V.R.)	4.50	4.25	4.00	Imp. Porter	4.75	4.50	4.25
Grandpak	4.50	4.25	4.00	Porter	5.00	4.75	4.50
Grothens Globe	4.25	4.00	3.75	Red Cloud	5.00	4.75	4.50
Homestead No. 2	4.50	4.00	3.85	Rio Grande	4.50	4.25	4.00
Homestead No. 24 (F.R.)	4.75	4.25	4.00	Rutgers (Selected Strain)	4.25	4.00	3.50
Hotset	5.50	5.25	5.00	Super Sioux	4.50	4.25	3.75
Indian River	4.75	4.50	4.25	T-2 (V.F.)	4.75	4.50	4.25
J. Moran	5.00	4.25	3.85	Valiant	4.50	4.00	3.75
June Pink	4.50	4.25	4.00	Imp. Wasatch Beauty	4.50	4.25	4.00
Longred	4.00	3.50	3.25	Westhaven (F.R.) Canner	4.00	3.50	3.25
Loran Blood	4.00	3.50	3.25	SMALL FRUITED TYPE			
Louisiana Dixie	4.50	4.25	4.00	San Marzano	7.50	6.25	5.75
Louisiana Red	4.50	4.25	4.00	Red Top	7.50	6.25	5.75
Manalucie (F.R.)	5.00	4.25	4.00	Red Top VR No. 9	7.50	6.50	6.00

Seed Packed in 1 Lb. Lithographed Cartons and Arasan Treated 20 cents Extra per Lb.

WE OFFER, ALSO ON QUANTITY BASIS SPECIAL GROWING ON CONTRACT OF YOUR OWN SELECTED TOMATO STOCKS OF ANY VARIETIES AND WILL MAINTAIN SAME FOR YOUR USE ONLY.

SELECTED STRAINS California Grown

TOMATOES OF HIGHEST QUALITY For Seed Only

Terms: 1½% 10 days. Net 30 days after date of invoice to firms of approved rating.
Prices F. O. B. SATICOY, California. Bags and Insurance extra at value. 6% Interest
charged on Past Due Accounts. 10% added to late contracting after May 15.

Peto Seed Co. warrants to the extent of the purchase price that seeds sold are as
described on the container within recognized tolerances.
Seller gives no other or further warranty, expressed or implied.

PetoSeed Co.

PURE  SEED

BREEDERS

SATICOY . . . CALIFORNIA

GROWERS



STANDARD TOMATO VARIETIES

(1)

The tomatoes described here are grown from our own selected strains through careful breeding and selective work done by Dr. Peto every year to insure you of top quality seed. We invite you to try them in comparison to all other strains offered on the market today. All of our seed is grown by ourselves in California, vat fermented, flume washed and sun dried to secure highest quality for our critical trade.

WE OFFER, ALSO, ON QUANTITY BASIS SPECIAL GROWING ON CONTRACT OF YOUR OWN SELECTED TOMATO STOCKS OF ANY VARIETIES AND WILL MAINTAIN SAME FOR YOUR USE ONLY.

ACE

88 Days

FRUIT—Red, large, flattened globe, uniform ripening, thick walled, excellent interior color with medium firmness.

VINE—Determinate plant habit, medium large, productive, medium to light green color foliage.

Fruits set well in cool weather and produces well in areas where Pearson is grown.

EARLYPAK (Peto Selected Strain)

89 Days

FRUIT—Excellent bright scarlet color and deep globe shaped. Very smooth and attractive. Small blossom scar.

VINE—Determinate, short and compact. Very productive, good foliage cover, dark green color.

We offer a very uniform selected strain of this variety. It can be used as a canner as well as green shipper and for the fresh market.

BRIMMER or PINK PONDEROSA or BEEFSTEAK

90 Days

FRUIT—Pink, extremely large and flat. Somewhat irregular, interior very fleshy, few seeds, mild non-acid flavor.

VINE—Indeterminate, large spreading, medium green foliage.

Ponderosa is one of the largest varieties and is still a great favorite with the home gardener. Our improved, selected strain is superior in trial tests.

EARLYPAK No. 7

87 Days

FRUIT—Deep red, slightly larger than Earlypak, deep globe shaped.

VINE—Determinate growth habit, compact, good coverage, heavy producer.

This was a selection made from Earlypak for earliness and more uniformity.

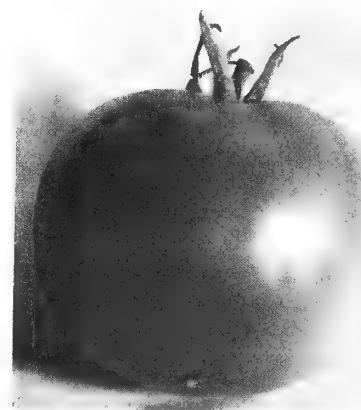
EARLIANA 498

64 Days

FRUIT—Deep, scarlet red, nearly globular in shape, fine flavor, solid interior, medium large.

VINE—Indeterminate, vigorous, open and spreading. Fine cut foliage.

Earliana 498 is undoubtedly the smoothest and best in the Earliana class, adopted for an extra early cropper in the Northern and Western states.



Earlypak No. 7

Peto Seed Co.

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G R O W E R S

SATICOY . . . CALIFORNIA



STANDARD TOMATO VARIETIES

2

GRANDPAK

92 Days

J. MORAN

90 Days

FRUIT—Deep red, large, globe shaped, smooth with inconspicuous blossom end scars. Thick walled with good interior quality.

VINE—Determinate, compact, more vigorous vine growth than Earlypak.

Grandpak is a new variety well suited for green and pink shipping because of its excellent quality.

HOMESTEAD NO. 2

83 Days

FRUIT—Red, large fruit, flattened globe; thick walls and firm, crack resistant.

VINE—Large determinate, compact, heavy foliage.

This was originally selected at Homestead, Florida for large fruit with a much more uniform plant habit.

We have again reselected this strain for uniformity and high yield. Suited for green-wrap and pink shipping.

HOMESTEAD NO. 24 (W. R.)

83 Days

FRUIT—Red, medium large, slightly flattened globe shaped, medium thick walls and firm, relatively crack resistant.

VINE—Determinate, large, heavy foliage cover, good fruit setting at high temperatures and resistant to Fusarium wilt.

Uniform selections from original Homestead, widely adapted for green-wrap, pink shipping, local markets, and processing.

FRUIT—Scarlet, slightly larger and a little flatter than Improved Pearson with smaller core. Noted for holding its size late in the season.

VINE—Determinate plants very similar to Improved Pearson.

This variety is used extensively in California, particularly as a canning tomato. Very productive and stems are readily detached from fruits at picking stage.

LONG RED

75 Days

FRUIT—Deep red, uniform coloring, medium deep globe shaped, and very firm.

VINE—Indeterminate growth of medium size. Fine and well-branched foliage.

Chiefly for canning in the east as the fruits hold well on the vine and because of its outstanding deep red interior color.



Homestead No. 24 (W. R.)

PetoSeed Co.
PURE SEED


BREEDERS

GROWERS

SATICOY . . . CALIFORNIA



STANDARD TOMATO VARIETIES

3

LORAN BLOOD (W. R.)

70 Days

FRUIT—Red, large, flattish globe shape, firm and smooth with slight tendency of large blossom scar.

VINE—Indeterminate growth habit, large, productive.

Verticillium wilt resistant variety that matures early. Primarily a canning variety developed by Utah Experimental Station.

MANALUCIE (W. R.)

90 Days

FRUIT—Rich scarlet red, deep globe shaped, excellent firmness when mature with few seeds and thick walls.

VINE—Indeterminate, very vigorous growth, good foliage cover.

This variety is resistant to Fusarium wilt, leaf mold, and gray leaf spot. Extremely good for pink wrap, developed by the University of Florida at Bradenton.

MARGLOBE (Peto Strain) (W.R.)

77 Days

FRUIT—Deep scarlet color, large, smooth, uniform globe shaped.

VINE—Large indeterminate. Vigorous growth habit with resistance to Fusarium wilt.

This strain was selected by Dr. H. B. Peto for its uniform fruit size and plant habit and high yield. Used primarily in the south as a green-wrap shipper.

PEARSON A-1 (W. R.)

100 Days

FRUIT—This is a new Verticillium wilt resistant strain in the same maturity class as Improved Pearson. Fruits are large, slightly flattened and produces a heavy yield.

VINE—Determinate plant habit, foliage a little lighter than Improved Pearson.

We suggest that you try this in areas infested with verticillium wilt for your main cannery crop.

PEARSON IMPROVED

100 Days

FRUIT—Scarlet, medium smooth, flattened globe and large. Thick skinned, free from puffiness and cracking.

VINE—Determinate, compact vine habit and dark green dense foliage. Vigorous, known for its productiveness and excellent yields.

Improved Pearson was developed by California Agricultural Experiment Station at Davis and has for many years been the leading shipping and canning variety in California. Try our own select strain.

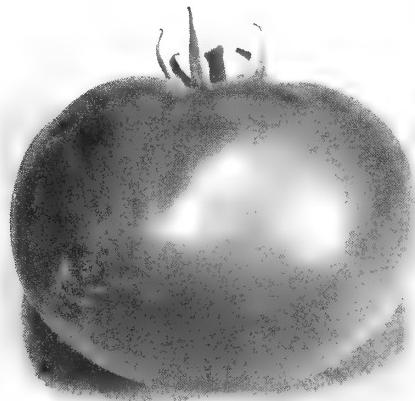
PEARSON D. F.

100 Days

FRUIT—Scarlet red medium large globe shaped, free from cracks and puffiness, firm and smooth.

VINE—Large determinate compact vine of dark green color.

This is a special selected strain for the critical green shipper used for the late planting in California. D. F. stands for DEEP FRUITED and we invite you to try this very fine high yielding strain of Pearson.



Pearson Improved

Peto Seed Co.
PURE SEED


BREEDERS

GROWERS

SATICOY . . . CALIFORNIA

1

2

3

STANDARD TOMATO VARIETIES

4

PEARSON S

100 Days

FRUIT—Scarlet color, medium large, globe shaped, maturing within a relatively short picking season.

VINE—Large determinate, compact, produces extremely heavy crops, with excellent foliage cover.

Pearson S is primarily a green-wrap shipping variety used for the late planting in California.

PEARSON XL (W. R.)

89 Days

FRUIT—Red, large flattened, meaty, firm and thick walled with almost no core.

VINE—Large, determinate growth habit, compared to Improved Pearson much lighter green foliage. Resistant to verticillium wilt. Produces uniform fruit throughout the season.

RUTGERS (Selected Strain)

80 Days

FRUIT—Deep scarlet color, large, globular shaped. Thick walls, very firm.

VINE—Indeterminate, large plant with heavy branches and vigorous growth. Partially resistant to Fusarium wilt. Dense green foliage affording very good protection. Prolific yielder.

This is an excellent, all-purpose variety of wide adaptations and we offer a very fine strain of California grown Rutgers. Very uniform and most desirable.

SUPER SIOUX

70 Days

FRUIT—Scarlet, medium size. Almost globe shaped, thick walls and practically free from hard core; firm flesh, uniform color gene.

VINE—Indeterminate, relatively open with finely divided leaves. Very productive.

The original Sioux was developed by Nebraska Experiment Station from a cross between All Red x Stokesdale. The strain we offer is a selection of high uniformity and yielding ability and we invite you to try it.

VALIANT

70 Days

FRUIT—Large, deep globular, bright scarlet. Meaty mild flavor.

VINE—Indeterminate, spreading and open. Vigorous, fine foliage and productive. An early home and market variety.

WESHAVEN (W. R.)

86 Days

FRUIT—Red, relatively large, globular shaped, firm, solid flesh and tough skin, generally smooth at both ends.

VINE—Long vine, somewhat open, produces a heavy yield.

Weshaven is an outstanding canning tomato with high yielding ability. In Texas trials it outyielded Rutgers. This tomato was developed at Texas Agricultural Experimental Station and carries resistance to Fusarium wilt and gray leaf spot.



Peto Seed Co.

PURE SEED
PS

BREEDERS

GROWERS

SATICOY . . . CALIFORNIA

100-325-1000

STANDARD TOMATO VARIETIES

5

SAN MARZANO

85 Days

FRUIT—Deep scarlet red, 3½ long x 1 1/2, elongated two celled. Thick flesh and little or no juice. Very mild flavor.

VINE—Indeterminate medium large, rather open, very prolific, bears fruit in clusters.

This type tomato is used for canning, solid pack, paste and puree.

RED TOP

74 Days

FRUIT—Deep red, 2½ - 3 1/2 inches long oval, 1 1/2 inch in diameter, two loculed; thicker, shorter and more pear shaped than San Marzano, and not as dry. Walls thick, flesh solid, and fruit remains firm for a long period.

VINE—Determinate growth habit, very compact, sparse covering.

This is a paste type developed by Cornell University Experiment Station used primarily in processing for paste and soup. Because of extremely heavy yielding ability it is rapidly taking over in areas where San Marzano is grown for canning.

RED TOP VR NO. 9

76 Days

Red Top VR No. 9 is very similar to the regular Red Top, with the exception that this strain carries verticillium resistance. In 1957 it was released by the University of California. It is a good, uniform strain and will replace the regular Red Top variety because of its resistance to verticillium.



Tomato Seed Harvester



Red Top



San Marzano

PetoSeed Co.

B R E E D E R S

PURE  SEED

G R O W E R S

SATICOY . . . CALIFORNIA

PURE
S. C. BOX 138
Mitchell 7-1188



SEED
SATICOY
CALIFORNIA

STD. TOMATO
PRICE LIST

PACKAGING

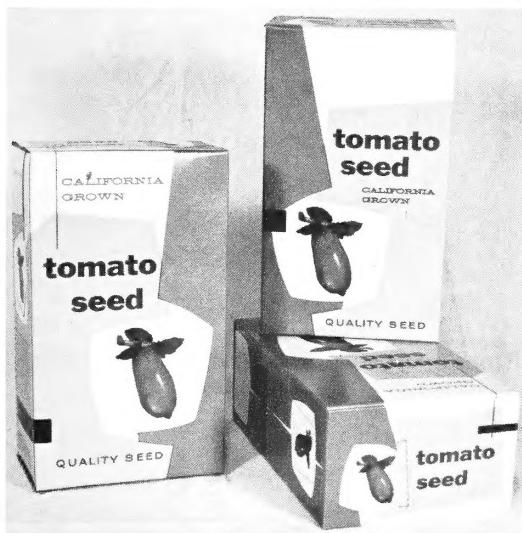
FILE



PACKAGING

The Modern Way To Sell Seeds

To help increase your sales we have designed a standard brand carton for your convenience with space reserved where we can imprint your name, trade mark and address. This attractive lithograph 1 pound carton is packed in 10 per master container for your easy handling, saves time and storage space. Makes an attractive display wherever featured. In the short time we have featured these cartons it has increased our customer sales tremendously.



Please Write For Color Sample

Peto Seed Co.

B R E E D E R S

PURE SEED

G R O W E R S

SATICOY . . . CALIFORNIA



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PURE
SEED
SATICOY
CALIFORNIA



HYBRID VEGETABLE SEEDS
STANDARD TOMATOES

17959

DESCRIPTIVE

FILE

